

CITY OF ALAMEDA

Memorandum

To: Honorable Mayor and
Members of the City Council

From: John A. Russo
City Manager



Date: July 19, 2011

Re: Adopt A Resolution Affirming the City's Support for the 34th America's Cup
and the City's Participation in the Activities Surrounding These Events

BACKGROUND

At its June 21, 2011 meeting, the City Council formally supported a new committee, comprised of Alameda's business and maritime experts to help identify effective strategies to ensure Alameda's participation in the America's Cup in 2013.

DISCUSSION

The new committee has been tasked with capitalizing on the maritime tourism surrounding the America's Cup to strengthen Alameda, improve Alameda's reputation as a vibrant maritime community, and improve Alameda's infrastructure and appeal as a tourist destination. The committee's scope of work includes coordinating and communicating with the various America's Cup stakeholders, decision-makers, and responsible parties, and recommending action items to the City Council and staff. As a first step, the committee has drafted the attached resolution for the City Council's consideration and adoption.

FINANCIAL IMPACT

There is no financial impact from the adoption of this resolution.

RECOMMENDATION

Adopt a resolution affirming the City's support for the 34th America's Cup and the City's participation in the activities surrounding these events.

Respectfully submitted,



Lisa Goldman
Assistant City Manager

City Council
Agenda Item #5-M
07-19-11

CITY OF ALAMEDA RESOLUTION NO. _____

AFFIRMING THE CITY'S SUPPORT FOR THE 34TH AMERICA'S CUP
AND THE CITY'S PARTICIPATION IN THE ACTIVITIES
SURROUNDING THESE EVENTS

Approved as to Form

City Attorney

WHEREAS, the 34th America's Cup, the 3rd largest sporting event in the world, will be held on San Francisco Bay in 2013, along with an America's Cup World Series event in 2012 and the Louis Vuitton Cup for Challengers in 2013; and

WHEREAS, these events will bring over a million visitors to San Francisco Bay, both on and off the water; and

WHEREAS, these events will provide an estimated \$1.4 billion economic boost to the region, and

WHEREAS, Alameda is an island community in the San Francisco Bay with a history of supporting the maritime industry, one of our core economic sectors; and

WHEREAS, Alameda is home to marinas, yacht clubs, shipyards, chandleries, and sailing schools, along with many other preeminent marine businesses; and

WHEREAS, as a maritime community, Alameda is uniquely poised to participate in the activities surrounding these events, to benefit in both the short and long term.

NOW, THEREFORE BE IT RESOLVED that the City Council of the City of Alameda affirms its support for public and private initiatives that capitalize on the maritime tourism surrounding the Cup to strengthen Alameda, improve Alameda's reputation as a vibrant maritime community, and improve Alameda's infrastructure and appeal as a tourist destination.

* * * * *

I, the undersigned, hereby certify that the foregoing Resolution was duly and regularly adopted and passed by the Council of the City of Alameda in a regular meeting assembled on the 19th day of July, 2011, by the following vote to wit:

AYES

NOES:

ABSENT:

ABSTENTIONS:

IN WITNESS, WHEREOF, I have hereunto set my hand and affixed the seal of said City this 20th day of July, 2011.

Lara Weisiger, City Clerk
City of Alameda